

Building Success through Entrepreneurship



Pendleton Heights High School is Making it Happen!



WE ARE the single public comprehensive high school located in Pendleton, Indiana. Pendleton Heights is a mid-sized school primarily serving the students who reside in the southern third of Madison County.

OUR STUDENTS & FAMILIES Pendleton Heights has 1,430 students enrolled in grades 9-12. Parent participation at Pendleton Heights High School is evident on the School Improvement Team, Vocational Advisory Boards, Athletic Council, and textbook adoption committees.

OUR TEACHERS Pendleton Heights has 68 teachers on campus with a variety of experiences and education levels. The teacher primarily responsible for our e-commerce class is a member of our business department.

OUR PROMISING PRACTICE Through our Entrepreneurship & New Ventures class, we operate an online school store, www.arabianstable.com. This store sells spirit wear to students and teachers throughout the district, as well as to parents and community members. We offer free delivery to students and employees within our school district, and we also ship items throughout the state.

OUR STEPS At my principal's suggestion, we began this process by offering Principles of Marketing during the 2013-14 school year. The next year, many of these Marketing students were in the Entrepreneurship & New Ventures class. We started at the beginning of the school year and opened for business in February of that school year. Before we could open, students completed the following: deciding on a name, selecting a logo, choosing an online template, and designing spirit wear, as well as reaching an agreement with a supplier (Team Image in Greenfield).

As an ongoing operation, students continue to make decisions about new products and pricing, as well as sales and promotional events.

IN OUR OWN WORDS

The Arabian Stable is a unique real-world learning opportunity for our students that incorporates e-commerce, marketing, accounting and business management skills. – Mark Hall, Principal

To have the work of my students on display for the entire world (literally)—this has been the most rewarding activity in my 25 years of teaching. This store is a real source of pride for the students who participate in this class. –Tearle Dwiggins, Teacher

Since I plan to pursue a career in Accounting, serving as the Accountant for www.arabianstable.com has given me a better understanding of my career path. –Ally Holloway, Student

For more information about our school or corporation, email: tdwiggins@smcsc.com or visit our website: www.arabianstable.com